



Alentejo leads boost in wine sales



Borba vineyards

STATISTICS || Portuguese people are buying more wine and it's mostly from the Alentejo, according to the latest statistics from the country's Institute of Vines and Wine (IVV).

Wine sales were up 2.7% in the first nine months of 2015, with the Alentejo accounting for 20.1% of all

purchases. As *Dinheiro Vivo* website points out, "wine is in fashion, partly due to new brands but also due to news of Portuguese wines winning prizes and recognition abroad".

Wine critic João Paulo Martins has summarised the data, saying that "good and cheap wine can be

found in the Alentejo", while more "sophisticated" wines with more "character and history" can be found in Douro.

He added that while Lisbon and Tejo also produce "good wines," they have had a tough time establishing themselves in the market.